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INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

(Procurement Process ID: PROCESS-35-22636)

Date: 02 September 2014

Country:	Cambodia
Description of the assignment :	Consultant to Conduct Cassava Value Chain Study
Project name:	Poverty Reduction/ Cambodia Export Development and Expansion Programme II (CEDEP II) – Cassava Component
Period of assignment/services:	40 working days

1. BACKGROUND

United Nations Development Programme (UNDP) in Cambodia is looking for an Individual Contractor to perform the above mentioned assignment. Interested offeror is strongly advised to read the INDIVIDUAL CONSULTANT (IC) PROCUREMENT NOTICE for more detail about term of references, instructions to offeror, and documents to be included when submitting offeror.

Any request for clarification/additional information on this procurement notice shall be communicated in writing to UNDP office or send to email vannara.chea@undp.org or procurement.kh@undp.org. While the Procurement Unit would endeavor to provide information expeditiously, only requests receiving at least 5 working days prior to the submission deadline will be entertained. Any delay in providing such information will not be considered as a reason for extending the submission deadline. The UNDP's response (including an explanation of the query but without identifying the source of inquiry) will be posted where this Individual Consultant (IC) Procurement Notice is posted. Therefore, all prospective Offerors are advised to visit the page regularly to make obtain update related to this Individual Consultant (IC) Procurement Notice.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

To assist you in understanding the requirements of this assignment, scope of work, responsibilities, and description of the proposed analytical work, we have attached hereto the following:

- Terms of Reference (Annex 1)
- The Individual Contract and its General Terms and Conditions (which are available on UNDP website at

http://www.un.org.kh/undp/media/files/procurement/IC/Form%20and%20Template/Annex%204-a_Template%20IC%20and%20General%20Conditions.pdf) or Reimbursable Loan Agreement¹ (which are available on UNDP website at http://www.un.org.kh/undp/media/files/procurement/IC/Form%20and%20Template/Annex%204-b_Template%20RLA%20and%20General%20Conditions.pdf), which you would be expected to sign in the event you are the selected Offeror in this procurement process.

3. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested offeror/individual must submit the following documents/information to demonstrate their qualifications:

- Cover letter: Explaining why the candidate the most suitable for the work;
- Offeror's letter to UNDP confirming interest and availability for the Individual Contractor (IC) assignment and Final all-inclusive price proposal with breakdown of costs as per UNDP template, which is available on UNDP website at http://www.un.org.kh/undp/media/files/procurement/IC/Form%20and%20Template/Annex%202_Template%20for%20Confirmation%20of%20Interest%20and%20Submission%20of%20Financial%20Proposal.docx;
- UNDP Personal History Form (P11), which is available on UNDP website at http://www.un.org.kh/undp/media/files/procurement/IC/Form%20and%20Template/Annex%203_P11%20modified%20for%20SCs%20and%20ICs.doc;
- Note for Interested Candidates above the age of 62: UNDP regulations require, at their own cost, to undergo a full medical examination including x-rays. Medical evaluation documentation does not need to be submitted with the other requested documents listed above, but will be requested should the candidate be chosen.

Your offer [proposal/application] should be submitted online through UNDP Online Recruitment System at the URL address http://jobs.undp.org/cj_view_job.cfm?job_id=49448 no later than application submission deadline. **Late application submission will be rejected.**

To submit your offer through UNDP Online Recruitment System, please follow the steps below:

1. Go to above mentioned URL address;
2. Click "Apply Now" button, fill in necessary information on the first page, and click "Submit Application";
3. Upload your offer. **Please note that UNDP Online Recruitment System allow only one uploading, so please make sure that you merge all your documents into a single file;**
4. You will receive an automatic response to your email confirming receipt of your application by the system.

4. FINANCIAL PROPOSAL

¹ RLA is an instrument used to engage individuals that are employed with another legal entity, at the time of their engagement with UNDP. It must be the individual who will decide if the contract should be IC or RLA, not UNDP

This is Lump sum contracts. Therefore, the interested offeror is requested to submit **Final All-Inclusive Price** with breakdown of costs.

5. EVALUATION

Offerors will be evaluated based on the Cumulative analysis.

- Technical Qualification (100 points) weight; [70%]
- Financial/Price Proposal (100 points) weight; [30%]

A two-stage procedure is utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared. Only the price proposal of the candidates who passed the minimum technical score of 70% of the obtainable score of 100 points in the technical qualification evaluation will be evaluated.

5. 1. Technical qualification evaluation criteria:

The total number of points allocated for the technical qualification component is 100. The technical qualification of the offeror/individual is evaluated based on following technical qualification evaluation criteria:

Technical Evaluation Criteria	Obtainable Score
Diverse understanding and clear knowledge of Commodity Market or Agro Processing or Cassava products with sound analytical and technical competence.	20
Extensive knowledge or not less than 10 years of development with international agencies and programs , preferably with UN agencies in the area of promoting agricultural trade.	20
Experience with value chain analysis in developing countries and particular in Asian LDCs, and has at least conducted one or more value chain analyses before as lead consultant/ researcher.	35
Requisite experience in design of value-chains and frameworks for agro-allied sector of the economy.	25
Total Technical Obtainable Score	100 points

Only the offeror/candidate who have attained a minimum of 70% of total points will be considered as technical qualified offeror/candidate.

5. 2. Financial/Price Proposal Comparison:

- Only the financial/price proposal of offeror/candidate who have attained a minimum of 70% score in the technical evaluation will be considered and evaluated.
- The total number of points allocated for the price component is 100.

- The maximum number of points will be allotted to the lowest price proposal that is opened/evaluated and compared among those technical qualified candidates who have attained a minimum of 70% score in the technical evaluation. All other price proposals will receive points in inverse proportion to the lowest price. $[\text{Lowest Price} \times 100 / \text{Other Price under Consideration}] = \text{Points for Other Candidate's Price Component}$.

5.3. Selection Method and Award Criteria:

The award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. The total score for each offeror will be calculated independently by this formula: $\text{Total Score} = \text{Technical Score} \times 0.7 + \text{Finance Score} \times 0.3$

6. ANNEXES

- ANNEX 1 - TERMS OF REFERENCES (TOR)

ANNEX I – TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTOR

I. Assignment Information

Assignment Title:	Consultant to Cassava Value Chain Study
UNDP Practice Area:	Poverty
Cluster/Project:	Poverty Reduction/ Cambodia Export Development and Expansion Programme II (CEDEP II) – Cassava Component
Post Level:	Specialist
Contract Type:	Individual Contractor (IC)
Duty Station:	Home/Phnom Penh
Expected Place of Travel:	Two provinces of Cambodia
Contract Duration:	40 days

2. Project Description

Poverty reduction and growth are the highest priorities of the Government. The Rectangular Strategy Phase III reaffirms government's commitment to prioritize policies and investment in support of agriculture; infrastructure; private sector development and employment; and human resources development. The global economic crisis and the rise in food and fuel prices have led the RGC to adopt a dual approach. This aims to increase national competitiveness and diversify the economy; and to expand the social protection and safety nets²

The government has identified agriculture as the top priority for Cambodia's socio-economic development, focusing on increasing productivity and diversifying within this sector. This is clearly reflected in the Rectangular Strategy III and the NSDP IV both covering the period 2014-2018. Similarly, the Cambodia Trade Integration Strategy 2014-2018 (CTIS 2014-2018) stresses the need for Cambodia to strengthen and accelerate the diversification of its export base above and beyond its original, two core export sectors – garments and tourism. To support this major strategic orientation, CTIS identifies: (1) 10 product and service export potentials for export development focus (including cassava) (2) "cross-cutting" reforms and institutional developments required to unleash growth in those potential exports; and, (3) capacity developments in areas of trade policy and Aid for Trade management. The strategy was endorsed by the Sub-Steering Committee on Trade and Trade-Related Investment in December 2013 (the Committee serves as National Steering Committee for all Aid for Trade in Cambodia) and launched officially by H.E. Prime Minister Hun Sen in February 2014

This is also in line with the results of the country's Trade Policy Review undertaken in 2011 in partnership with the World Trade Organization (WTO) that calls for Cambodia to move away from its dependency on garment and rice and urges to diversify and expand the country's export basis.

Cassava is the second largest agricultural crop in Cambodia and growing rapidly. Statistics from the Ministry of Agriculture, Forestry and Fisheries (MAFF) indicates production of nearly 4.250 million MT in 2010, up from 3.5 million MT in 2009. MAFF sources estimate that 2013 production reached almost 8 million MT. The fast growing importance of the sector for export diversification and export revenues cannot be underestimated. Additionally, the sector might have been generating anywhere between \$300 to \$400 million worth of "informal" export revenues in 2013. Even though Cassava has become

² Cambodia CPAP 2011-2015, chapter 2.18

the second largest agricultural crop in term of income, employment, hectares cultivated, and exports (more on this in the next section), there is very little technical assistance support provided to the sector.

This lack of technical support is potentially serious considering cassava cultivation could have ecological consequences. Research has shown that continuous cassava cultivation on small plots could contribute to serious nutrient depletion and deterioration of chemical and physical conditions of the soil. When grown on even gentle slopes, continuous cassava cultivation could even contribute to soil erosion. But it need not be the case: cassava cultivation can be made sustainable using proper methodologies or when part of a sustainable integrated system.

The Ministry of Commerce and UNDP Cambodia have partnered since 2008 to tackle the above challenges and provide know-how and best practices to Cambodia's cassava sector. One key instrument developed under this cooperation was a Value Chain Analysis of the cassava sector carried out in 2009. Five year later, increased investment in the sector coupled with interests from new buyers (in particular from China) for raw and processed cassava products meant that Cambodia's cassava value chain is changing deeply. As a result, UNDP wishes to update the existing Value Chain study as a tool to assess where support provided through the CEDEP II project could be best used.

UNDP, in its CPAP, has vowed to support the above goals of economic diversification and poverty reduction and in particular the human capital development and competitiveness issues. Similarly, at the request of the Government, UNDP has decided to re-engage deeply in the trade sector, trade being an engine for economic growth, through the creation of a dedicated project within UNDP

The Cassava component will contribute directly to:

- UNDAF outcome on "promotion of equitable, green, diversified economic growth"
- CPAP Outcome #1 on Poverty Reduction: strengthening national and sub-national capacities to develop a more diversified, sustainable and equitable economy.
- CPAP Output #1.1: supporting human capital development and institutional capacity for selected sectors of importance for the diversification of the economy
- CPAP Outcome #2: enabling national and local authorities, communities and the private sector to sustainably manage eco-system goods and services and respond to climate change

3. Scope of Work

The principal aim of a Value Chain Analysis (VCA) is to generate sufficient information to identify the main opportunities and bottlenecks in the export value chains of sectors, and to assess whether or not a UNDP intervention is likely to contribute significantly to export growth in these sectors, and if so, to build a business case for them.

The main objective of the cassava value chain study is to identify priority cassava value chains and reveal indicative patterns and trends, assess capacities and identify key constraints at various stages with a view to inform the CEDEP II cassava project

The study will focus on assessing the performance of the chain in terms of value added at each stage, the level of returns to chain participants and whether these are exploitative compared to primary producers, the level of competitiveness in the chain at each stage and the major challenges and constraints faced.

The Value Chain Analysis is expected:

- (1) To give a realistic indication of the sustainable development potential (economic, social and environmental), and in particular for women (this could be done by assessing the roles of women in different segments of the supply chains -production, processing, trading- and the possible impact of the sector to the gender issues).
- (2) To visualize the value chain in order to get a better understanding of the different underlying value chain(s), its opportunities but also constraints and bottlenecks
- (3) To assess how UNDP intervention could contribute significantly to export growth within the project period.

More concretely, the results expected from the Value Chain Analysis are as follows:

- (1) An overview of the demand for Cambodian cassava products. This includes, at least:
- (2) Volume of current demand for the (quality of) cassava products
- (3) Opportunities for growth, and conditions for export growth
- (4) Requirements for the cassava products to realize export growth.
- (5) Sustainable economic development potential (social and environmental).
- (6) Prepare a complete value chain map showing who are the chain stakeholders (actors, supporters and influencers) in the value chain. This includes exploring the value added captured by different actors e.g. growers, local collectors, traders, exporters etc. involved in the value chain. The role of women in each segment of the value chain shall be highlighted.
- (7) The number of potential participating companies in the country and their experience with exporting, level of quality standards
- (8) Identify the main bottlenecks (incl. finance and investment) along the export value chain that hinder exports. In other words: why export currently is not reaching its full potential?
- (9) What service provider(s) or institution(s) is/are in the position and/or show the potential capacity to remove the bottleneck(s)?
- (10) Describe what opportunities exist in the chain(s), in terms of possible improvements that lead to significant increases in export volume. This should relate to the demand in the market on the one hand, and the possibilities that exist within the chain(s) on the other hand.
- (11) What bottlenecks can be addressed by UNDP in the context of the CEDEP II project? How UNDP could help to alleviate the bottlenecks identified in the value chain analysis within a time span of 3 years.
- (12) Risk assessment. The assessment should at least answer the following two questions for all the identified bottlenecks:
 - Are the bottlenecks critical (i.e. the CEDEP II project would fail to improve exports if the bottlenecks are not removed as planned)?

- What is the risk that these bottlenecks will not be removed on short-term (High-Medium-Low)?
- (13) Stakeholder analysis. Considering the variety of actors that have a stake in or are interested in developing the value chain(s) a mapping of the different stakeholders is required. It is recommended to analyse the stakeholders using a stakeholder assessment grid.

This Value Chain Study will be conducted in three phases as follow:

1. Phase 1 (internal desk research and inception report): Based on initial desk research (analysis of supply and demand and opportunities in the export markets), the consultant will present a short Inception Report (deliverable no. 1), containing the following elements:
 - Literature review
 - Brief description of the different Cassava products traded worldwide
 - Volumes of current demand for cassava products (by products / by market)
 - Cassava market trends and opportunities for Cambodian exporters
 - Requirements for the Cambodian sectors to realise export growth
 - Information gaps
 - Plan of action for phase 2 (e.g. a revised approach to fill the information gaps, a modification or narrowing down of province and product selection, etc.
 2. Phase 2 (further desk research + field work): Working with the Cambodian researchers and UNDP staff, the consultant will lead field work investigation, focusing on those provinces considered by the project and/or having major potential for export diversification and growth.
 3. Phase 3 (Value Chain Analysis): after finalizing the value chain analysis, the consultant will submit a draft Value Chain Analysis report (deliverable no. 2) to UNDP, to be discussed and validated with partners. After discussion with UNDP, the report will be enriched and finalized. The final VCA report is deliverable no. 3.
4. Expected Outputs and Deliverables

N	Deliverables/Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required
1	An inception report containing the key elements as highlighted in the scope of work is produced	5	1 st week of October	Reviewed by Programme management specialist/Programme analyst/approved by ACD/Team leader
	Draft value chain study report	22	1 st week	Reviewed by

	containing the key elements as highlighted in the expected results under scope of work is produced and the debriefing meeting with value chain stakeholders to validate the findings is conducted		of January 2015	Programme management specialist/Programme analyst/approved by ACD/Team leader
	Draft value chain study report is revised based on comments from partners, UNDP, and other stakeholders and the final value chain study report is produced at the required quality	13	4 th week of January 2015	Reviewed by Programme management specialist/Programme analyst/approved by ACD/Team leader
Total # of Days:		40		

5. Institutional Arrangement

Under overall direct supervision of the ACD/Poverty Team Leader, oversight of Programme analyst with guidance from CEDEP project management specialist, Consultant will be responsible for producing Value chain Assessment report.

The following step are to be used for the VCA:

Desk research including:

- Proposed methodology for the VCA
- Analysis of supply and demand using existing export data (from Cambodia or using mirror sites)
- Analysis of relevant value chain and market studies and material produced recently.
- Initial desk research will result in an inception report

Field work in Cambodia, including:

- Identification of and interviews with relevant value chain actors
- Interviews with Cambodian farmers, local collectors, middlemen, exporters, processors and business association representatives
- Meeting with key government officials, in particular in the Ministry of Commerce and the Ministry of Agriculture, Forestry and Fisheries
- Data collection and validation of (export) statistics
- Plenary sessions with value chain stakeholders to validate research findings

Final reporting, describing findings, results, constraints and recommendations as detailed in paragraph IV above

6. Duration of the Work

The consultant will be 40 working days from 01 October to 31st January 2014 The consultant is expected to be on board in the 1st week of October 2014 and completed assignment no later than last week of December 2014.

Consultant has to submit his/her output in accordance with the defined work plan and payment is issued only with satisfactory of outputs accepted/approved by the UNDP ACD/Poverty Team Leader.

7. Duty Station

The consultant will be based in UNDP country office. UNDP vehicle will be provided to support the consultant during the data collection and meeting with stakeholders.

The consultant is expected to work for 15 days from home and to be in Phnom Penh for 25 days including travel to province during the data collection, meeting with relevant stakeholder, preparing and presenting of final report.

8. Minimum Qualifications of the Individual Contractor

Education:	<ul style="list-style-type: none"> At least Masters in Agricultural Economics or Social Science especially in Economics, Development Economics, Management with bias for SME Development
Experience:	<ul style="list-style-type: none"> Diverse understanding and clear knowledge of Commodity Market or Agro Processing or Cassava products Extensive knowledge or not less than 10 years of experience with international agencies and programs, preferably with UN agencies in the areas of promoting agricultural trade Experience with value chain analysis in developing countries and in particular in Asian LDCs; and has at least conducted one or more value chain analyses before as lead consultant/researcher. Have conducted similar exercise in the recent past; Requisite experience in design of value-chains and frameworks for agro-allied sector of the economy.
Other Competency	<ul style="list-style-type: none"> Time management (in managing deliverables) Team management Professionalism, courtesy, patience Outstanding inter-cultural communication, networking and coordination skills.
Language Requirement:	<ul style="list-style-type: none"> Excellent written and oral English; knowledge of Khmer is an asset.
Other Requirements (if any):	<ul style="list-style-type: none">

9. Criteria for Evaluation of Level of Technical Compliance of Individual Contractor

Technical Evaluation Criteria	Obtainable Score
Diverse understanding and clear knowledge of Commodity Market or Agro Processing or Cassava products with sound analytical and technical competence.	20
Extensive knowledge or not less than 10 years of development with international agencies and programs , preferably with UN agencies in the area of promoting agricultural trade.	20
Experience with value chain analysis in developing countries and particular in Asian LDCs, and has at least conducted one or more value chain analyses before as lead consultant/ researcher.	35
Requisite experience in design of value-chains and frameworks for agro-allied sector of the economy.	25
Total Obtainable Score:	100

10. Payment Milestones

The consultant will be paid on a lump sum basis under the following installments.

N	Outputs/Deliveries	Payment Schedule	Payment Amount
1	Upon satisfactory completion of the inception report	2 nd week of October 2014	20%
2	Upon satisfactory completion of the draft report and the presentation of finding to the joint programme team	1 st week of January 2015	45%
3	Upon satisfactory completion of the final report	4 th week of January 2015	35%